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SAFEGUARDING YOUR FOOD AND DRUGS -- NO. 6
Tuesday, April 8.

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U. S. Department of Agriculture

A series of radio talks by W. R. M. Wharton, chief, Eastern District, Food, Drug and Insecticide Administration, U. S. Department of Agriculture, delivered Tuesday mornings at 10 a.m., Eastern Standard Time., through Station WJZ, New York, and the following stations associated with the National Broadcasting Company: KWK, St. Louis; WREN, Kansas City, KFAB, Lincoln, Nebr.; WRC, Washington; WBZA, Boston; KSTP, St. Paul; WSM, Nashville; WAPI, Birmingham; WJAX, Jacksonville; WPTF, Raleigh; WRVA, Richmond.

Address No. 6: To be delivered Tuesday, April 8, 1930.

My friends, for six weeks now I have been telling you of my experiences with fake foods and drugs and I have been telling you how to read food and drug labels.

I am offering to send to all who write, copies of my talks on "How to Read Food and Drug Labels", and since this series began, the army of label readers who have written in for them, has grown into the thousands. It is especially gratifying that among these inquirers are scores of officers of clubs, parent teachers associations, high schools, womens' leagues, farm bureaus, and the like, all of whom are planning programs on "Read the Labels".

Please remember that I come to you as a representative of the United States Government, to tell you how your food and drug supply is safeguarded through the enforcement of the Federal Food and Drugs Act, and to tell you how to read labels intelligently, in order that you may buy food and drugs wisely.

Today I shall find an answer to the question: What has become of the words, JAVA and MOCHA, as applied to coffee? I shall tell you how fake food peddlers operate, and I shall give you more information on how to read labels.

The younger generation in America probably has never seen either the word Java or the word Mocha on a coffee can. The mothers and fathers of the younger generation will recall that twenty-five years ago, practically all the coffee sold was labeled either Java or Mocha, or Java and Mocha coffee.

If you are in the attractive forties, or if you are of a wiser age, you will recall, Mr. and Mrs. consumer, that your grocer used to sell coffee to you from a row of large cans, usually banked against the grocery counter out in front, or placed in a double row in the center of the store where all could read the large gilt letters on each can, proclaiming the contents to be Java, Mocha, or Java and Mocha. Practically every one of the names on those cans represented glaring, outrageous falsehoods, as your Federal food and drug inspectors soon learned, and many, many packaged coffees bore similar lies.

Some packers not so bold as to label their cheaper retail packages of coffees outright, as being composed of Java and Mocha coffee sometimes coined names to give the same impression. As illustrative of these coined

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names, I may cite the following: Jav-Ocha, and Javene. In the popular mind, Java and Mocha coffees were superior varieties, - hence the motive for selling cheaper varieties as Java and Mocha.

Vigorous action was undertaken by your Federal food officials, and your present speaker was in the thick of the fight, to bring truth to the labels of coffee. Seizures and prosecutions became numerous. One by one the misbranders of coffee were brought to book. A ring of coffee swindlers were found in New York who were packing cheap, green coffee in mat bags prepared to imitate the original containers of the better grades. This ring was indicated and prosecuted for conspiracy to violate the Federal Food and Drugs Act.

Some manufacturers fought the attack upon their products. This was particularly true in the case of actions against products with coined trade names, such as JAVOCHA. To illustrate the coined-name manufacturer's defense when we went into court to prosecute, I will cite the case against Javocha.

The Government charged that Javocha was a name intended to make the consumer think he was getting Java and Mocha coffee, when in fact the coffee bearing that name was a cheap grade of South American coffee. The manufacturer's defense was, that the term "Javocha" was a name derived as follows:-

JA = Jamaica
V = Venezuela
O = Colombia
CH = Chiapas (a State in Mexico)
A = Guatemala

He further claimed that the name had the significance of indicating the coffee to have been grown in Jamaica, Venezuela, Columbia, Mexico, and Guatemala, and that it did not mean that the coffee was Java and Mocha.

I leave it to you, my friends, to decide what he really intended. The campaign to bring truth to labeling of coffee, was finally successful. It was a bitter fight, but let me tell you, through it all the better class of coffee dealers supported the Government in its efforts. The result was, as I have already said, to practically rob the language of two erstwhile familiar words, JAVA and MOCHA.

I do not mean to say, that Java and Mocha coffees are not still used in the United States. These coffees are contained in various proportions in some of the well known brands. A few brands may be found labeled as containing percentages of Java and Mocha coffee. When they are so labeled, they do now actually contain real Java and Mocha coffees.

And now, my friends, my story about fake food peddlers: Very recently, an enterprising New York crook bought an old truck. He purchased several thousand empty one-gallon cans, he had a like number of labels printed, read-

ing "Pure Vermont Maple Syrup". He purchased a Vermont license plate for his truck. He filled the empty cans with an artificially flavored and artificially colored cane sugar solution; - he attached the labels reading "Pure Vermont Maple Syrup" to the cans, and he proceeded in a southerly direction. Now remember, he has a product, a weak sugar solution, artificially colored and flavored, which cost him about 35 cents a gallon, but it is labeled "Pure Vermont Maple Syrup". When he reached, let us say, Maryland, he went into a retail store and said to the proprietor: "I am from Vermont. I am a maple syrup producer. I am on my way to Florida. When I sold the old home place, I had a lot of my last year's production of maple syrup on hand. This I put in my truck expecting to sell it in Florida. I now find that my truck is giving me trouble, and I feel that I will have to abandon it and proceed by train to Florida, where my wife is sick and I want to sell the maple syrup." This ruse worked, and after being repeated several times, resulted in the sale, as real maple syrup, at \$2.00 per gallon, of several thousand cans of 35 cent syrup.

The food and drug inspectors came along and interrupted this game by seizing this fake maple syrup. It would have been passed on to you by the retail grocers as Pure Vermont Maple Syrup at \$3.00 a gallon.

Again, very recently, a New York peddler, purporting to be selling pure olive oil, was apprehended in Richmond, Virginia. This peddler was traced from town to town as he progressed in his truck, loaded to the mudguards with cans labeled "PURE VIRGIN LUCCA OLIVE OIL". Analysis of the oil showed it to be nothing more than cottonseed oil, colored green with chlorophyll. Through the aid of the city police of Richmond, the food faker was arrested and his truck and load was seized. Getting out of jail on bond, the operator left his truck and load behind and has never returned to claim it.

My friends, your food and drug inspectors are watching such swindlers and are succeeding in keeping their operations to a minimum.

Now for my "Read Label" information:

The product to be considered today is canned corn. Canned corn is prepared from several varieties of sweet corn, of the proper degree of maturity. White sweet corn is canned in two styles—Maine style and Maryland style. Maine style corn is canned sweet corn, grown and packed in Maine and prepared in such a way as to crush the grains and give the product a creamy consistency. Canned corn of such creamy consistency packed outside of the State of Maine is usually called Cream corn, or Creamed corn. Maryland style corn is canned sweet corn grown and packed in Maryland prepared by removing the corn from the cobs by cutting in such a way as to leave the grains substantially whole. This style of corn packed outside of Maryland is called whole-grain corn or whole-kernel corn. "Country Gentleman" is a term you will find on labels. This name means a particular variety of corn which is considered to have excellent qualities.

Now let us consider the yellow varieties of corn. The most popular is the so-called Golden Bantam sweet corn, and this, a small grain variety, is very much esteemed because of its tenderness and sweetness. Among the varieties related to Golden Bantam are Golden Giant, Improved Golden Bantam,

Bantam Evergreen, and Charlevoix. None of these varieties are the same product as Golden Bantam, but these names describe distinctive products. If field or horse corn is canned, the labels must plainly declare the product to be field corn.

You will sometimes encounter the terms, 'Fancy', 'Extra Standard', and 'Standard' on labels of canned corn. The term 'Fancy' means the best quality of young tender corn with superior flavor. The term 'Extra Standard' means a product with good flavor but intermediate in tenderness between fancy and standard corn. 'Standard' corn means a product of acceptable flavor prepared from reasonably tender corn. Sub-standard corn is a grade lower than the standard grade.

Whenever starch is added to corn to make it more creamy, it must be declared on the label. Starch is never added in very large percentages.

My friends, I am urging you to read labels intelligently. I trust that you will put into actual use the information that I am trying to give you. Do not hesitate to require your grocer to permit you to read labels before you buy. Insist on getting exactly what you wish to purchase. If you want to become a discriminating buyer of food and drugs, write to W. R. M. Wharton, U. S. Department of Agriculture, 201 Varick Street, New York City, for copies of his radio talks on "How to Read Labels".

Next week at this hour I shall tell you how dried fruit doctors lost a profession and I shall tell you about fake influenza remedies and more about reading labels.